

Figure 1

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	<b>S1</b> Delta Period to Period Deliverable ASP $\geq 0$	<b>S2</b> Delta Period to Period Deliverable ASP $< 0$ & Flat or Growing	<b>S3</b> Delta Period to Period Deliverable ASP $< 0$ & Declining
<b>C1</b> Delta Period to Period Component ASP $\geq 0$	<b>Solution Value-Driven Zone</b>	<b>Component Value-Driven &amp; Deliverable Price-Driven Zone</b>	<b>Component Value-Driven &amp; Deliverable Share-Driven Zone</b>
<b>C2</b> Delta Period to Period Component ASP $< 0$ & Flat	<b>Deliverable Value-Driven &amp; Component Price-Driven Zone</b>	<b>Solution Price-Driven Zone</b>	<b>Component Price-Driven &amp; Deliverable Share-Driven Zone</b>
<b>C3</b> Delta Period to Period Component ASP $< 0$ & Declining	<b>Deliverable Value-Driven &amp; Component Share-Driven Zone</b>	<b>Deliverable Price-Driven &amp; Component Share-Driven Zone</b>	<b>Solution Share-Driven Zone</b>

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Figure 2

	<b>S1</b> Delta Period to Period Deliverable ASP $\geq$ 0	<b>S2</b> Delta Period to Period Deliverable ASP < 0 & Flat	<b>S3</b> Delta Period to Period Deliverable ASP < 0 & Declining
<b>C1</b> Delta Period to Period Component ASP $\geq$ 0	<b>Solution</b> Value-Driven Zone Significant Value Proposition - Profit Likely and Primarily Value Dependent	Component Value-Driven & Deliverable Price-Driven Zone Component Value Proposition - Profit Possible	Component Value-Driven & Deliverable Share-Driven Zone Low Deliverable Value Proposition - Profit Limited
<b>C2</b> Delta Period to Period Component ASP < 0 & Flat	Deliverable Value-Driven & Component Price-Driven Zone Deliverable Value Proposition - Profit Possible	<b>Solution</b> Price-Driven Zone Value Proposition not Significant - Profit Primarily Cost Dependent	Component Price-Driven & Deliverable Share-Driven Zone No Deliverable Value Proposition - Profit Difficult
<b>C1</b> Delta Period to Period Component ASP < 0 & Declining	Deliverable Value-Driven & Component Share-Driven Zone Low Component Value Proposition - Profit Limited	Deliverable Price-Driven & Component Share-Driven Zone No Component Value Proposition - Profit Difficult	<b>Solution</b> Share-Driven Zone No Value Proposition - Profit Unlikely

Figure 3

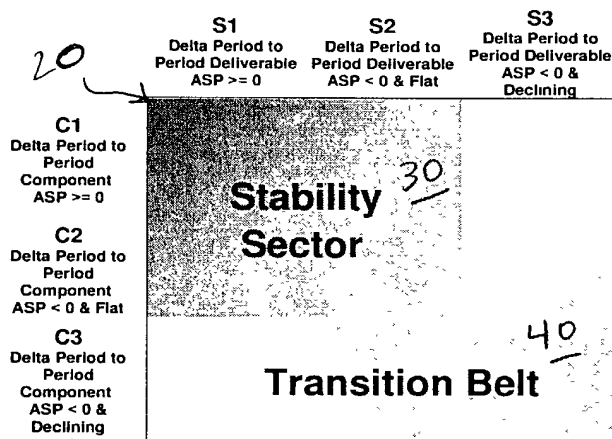


Figure 4

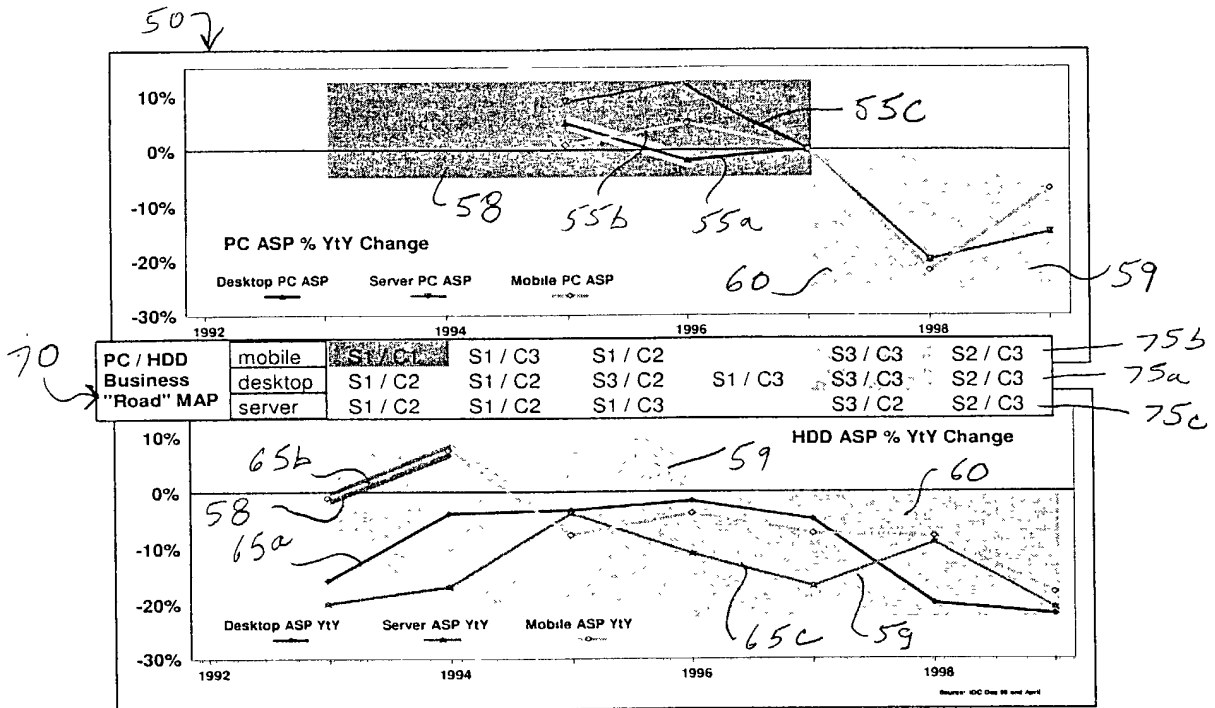


Figure 5

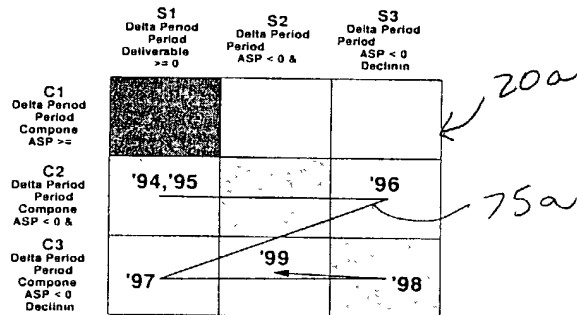


Figure 6(a)

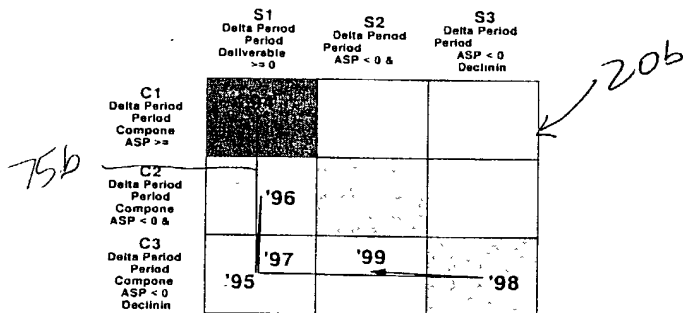


Figure 6(b)

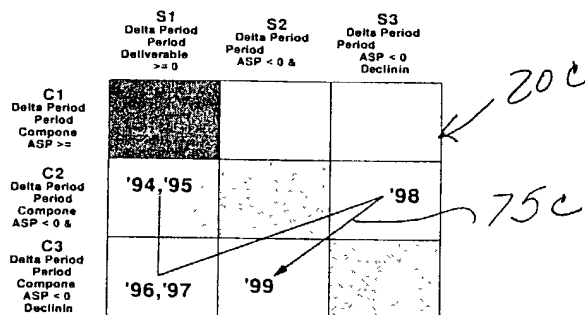


Figure 6(b)

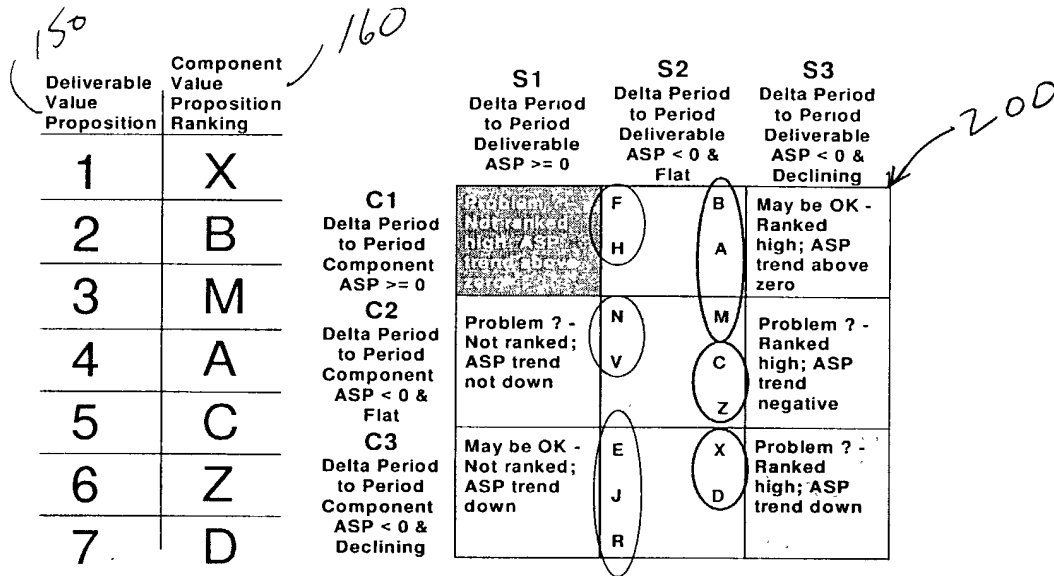


Figure 10

- Identify a customer value proposition (ex. broadband to the home)
- Analyze the Deliverable providers most likely to benefit and rank order them
- Assess the component supplier's existing relationship or relationship potential
- Assess participation outlook and create action plan to enhance value proposition / cost

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Deliverable Ranking	Establish Value Proposition	Competitive Supply	Position to Deliver Future Value	No Relationship	Action Plan
Deliverable				X	
Deliverable		X			
Deliverable	X				
Deliverable Provider	X				
Deliverable			X		
Deliverable			X		
Deliverable				X	

Figure 11

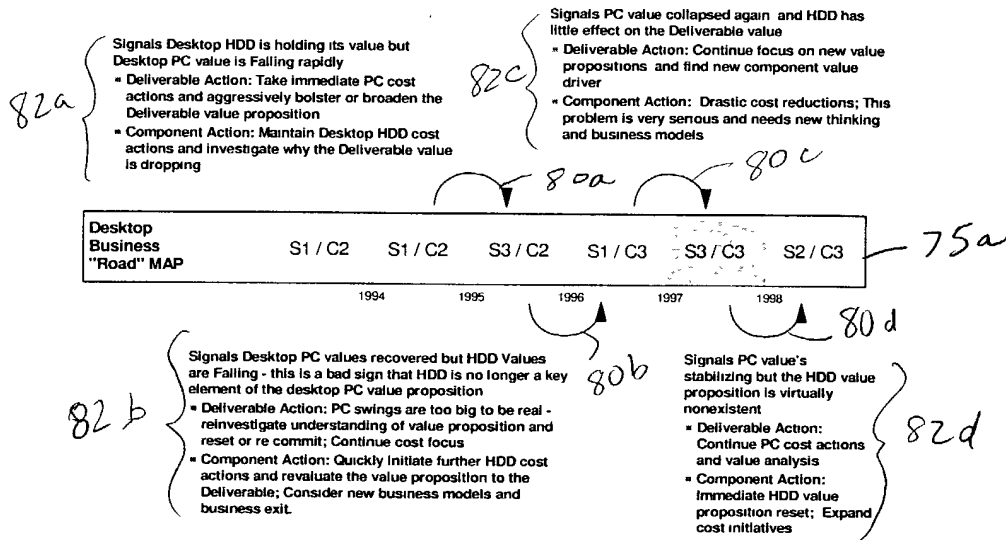


Figure 7(a)

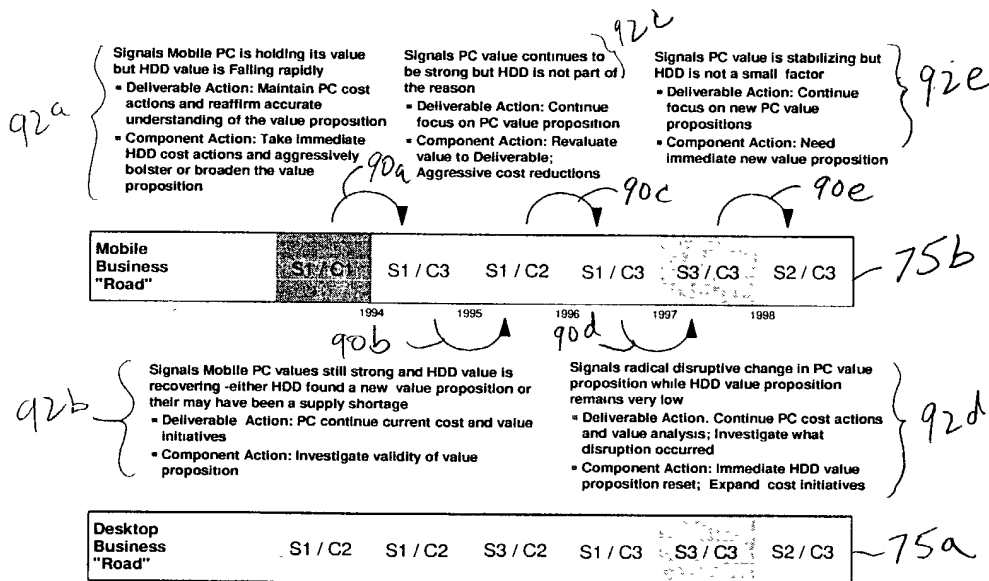


Figure 7(b)

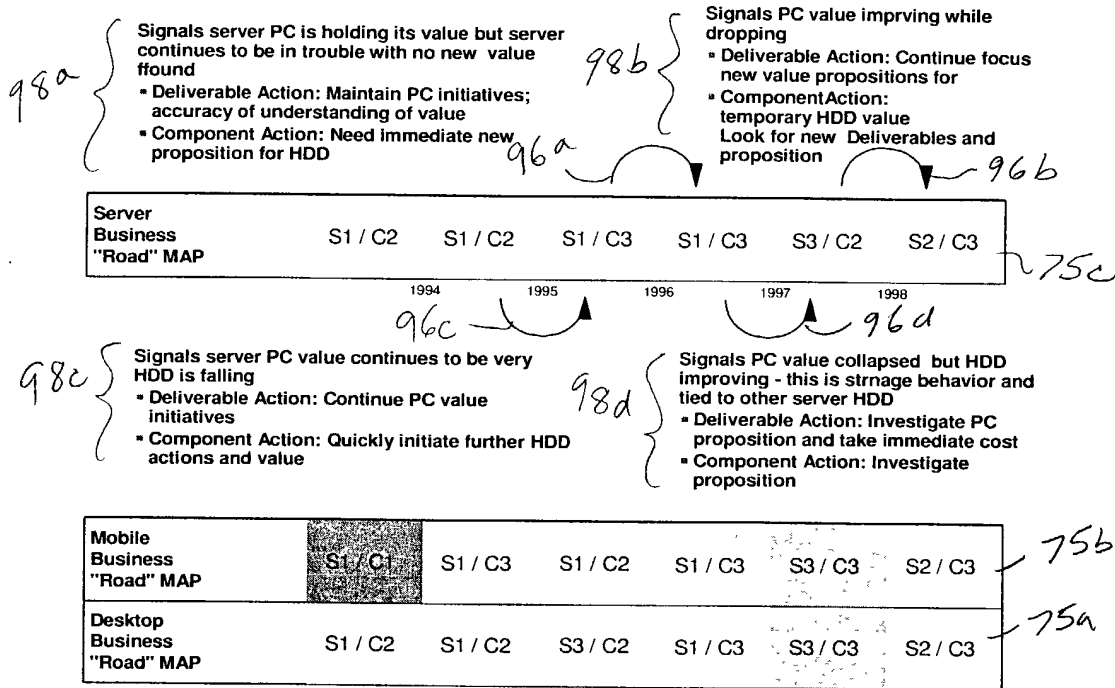


Figure 7(c)

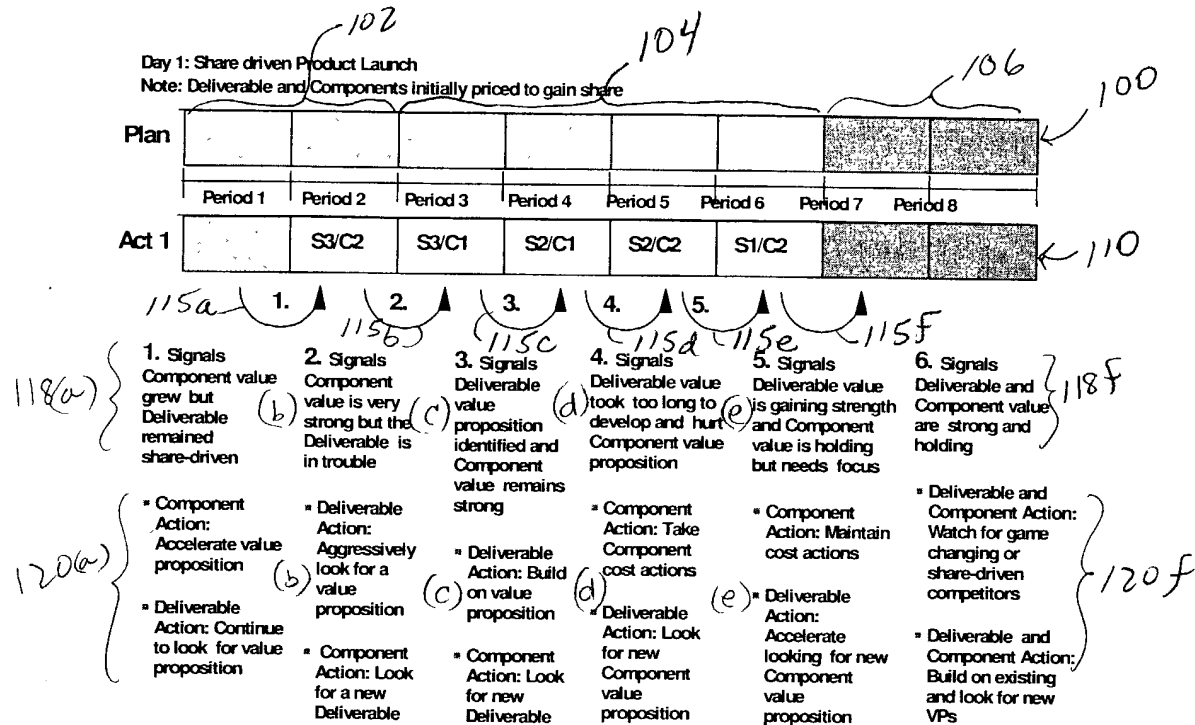


Figure 8

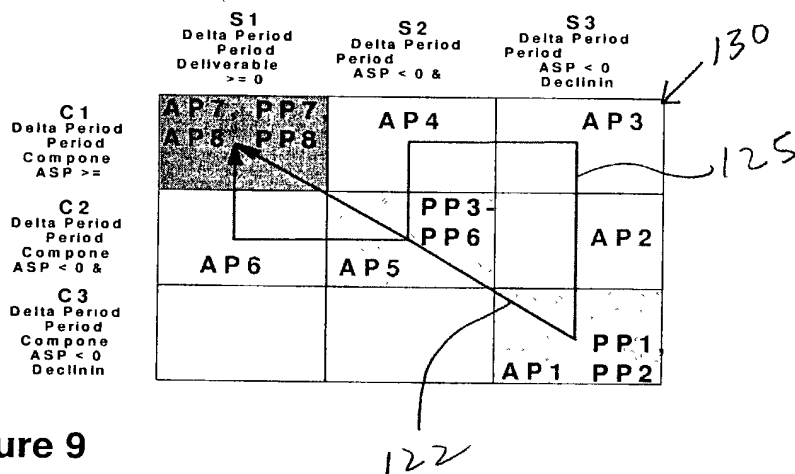


Figure 9